

# Will this new Farm Movement bring our Food Bills down?

ON a farm in southern Alabama a few years ago, a farmer had 1,200 bushels of sweet potatoes to sell. Southern commission men offered him one-half cent per pound for them. In the northern markets sweet potatoes of an inferior grade were bringing five and six cents per pound at retail.

The old, old story of the middleman. Probably no one man was making undue profit in that transaction—it was the *number* of them—the complex chain of marketing and its high cost to both consumer and producer.

We may not realize how great this cost is, but the farmer who knows both the price he gets and the price you pay, has it brought home to him sharply.

## Studying the market instead of betting on it

That is why farmers are really *studying* marketing. They used to read market reports and try to "sell at the top." Now they are studying the whole economic question—the possibilities of direct marketing, co-operative marketing, national marketing organization.

Some scheme that will give them a better return for their products, and won't take it out of our pockets by higher prices, is what they want.

The success of the great growers' associations, numbering their memberships in the thousands, proves what can be done by farmers who get together and use modern business methods to market their product direct.

It is inspiring producers of other foods to try it—in cities as far apart as Chicago and Salt Lake City direct marketing experiments are being tried. County farm organizations are everywhere studying this problem and getting ready for action.

## The farmer is becoming a business man

This gathering of forces on the part of the farmer to solve his problem of marketing and incidentally our problem of food cost, is but one of many indications that the farmer is becoming a business man.

He is passing out of the peasant stage of unthinking toil. He is realizing that production is lame without a sales force. The ground is his factory and he is coming to have the outlook of a manufacturer.

Farm and Fireside recognizes this new farmer, and talks directly to him about the problems which arise from his new point of view. That is the reason why more than 600,000 readers are reached by these articles

## In the July issue:

*Profits for You in Direct Marketing if You Work it Right.*  
*Farm Children's Co-operative Market that Succeeded.*

*Is There Anything for You in the Non-Partisan League Movement?*

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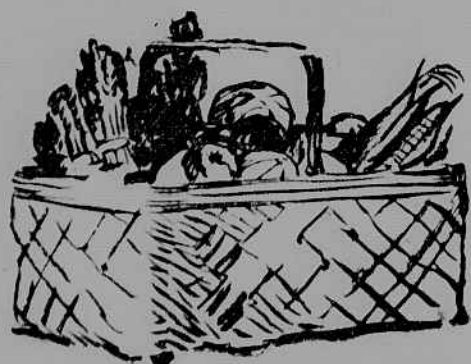
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